

Rep Order# 9753384 Ver# 3 Mod# 1 Status Confirmed
EC'd Yes

Traffic Order# 1324324

Printed: 08/10/2012 10:19 AM

1 of 3

Last Received: 08/09/2012 10:26 PM
Showing Buylines: All Rep Revised Lines

Station WPGH-TV PITTSBURGH, PA
Advertiser () POLITICAL ISSUE GROU
Product NRCC-IE
Estimate# 2594
Buyer BEN ANGLE
Phone#
Fax#

Agency () NATIONAL MEDIA INC
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2594
Flight Dates 08/17/2012 - 08/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

***** Contract Coversheet *****

V3 8/9 SEE LNS 1,3-6 FOR CHANGES/\$8700 ADDED NT \$18,500

PLS CF -THANKS - KATHRYN

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	08/18-08/18	330P-7P	MLB: BOS / NYY [MADE-GOOD BY LINE(S) 4]	:30	\$300.00	SA	0	0	0	\$0.00
4	08/18-08/18	330P-7P	PIRATES [MKGD FOR SPOTS MISSED ON LN #1: 8/18(1/WK)]	:30	\$3,000.00	SA	2	1	2	\$6,000.00
2	08/17-08/17	8P-11P	NFL PRESEASON: DET / BAL	:30	\$2,500.00	F	2	1	2	\$5,000.00
3	08/17-08/23	10P-11P	NEWS	:30	\$900.00	F,M-TH	5	1	5	\$4,500.00
5	08/17-08/23	6P-630P	BIG BANG	:30	\$600.00	F,M-TH	2	1	2	\$1,200.00
6	08/17-08/23	630P-7P	2.5 MEN	:30	\$600.00	F,M-TH	3	1	3	\$1,800.00

---REPORT TOTALS---

Report Totals: 14 / \$18,500.00

---SALES MONTHLY TOTALS---

Aug 12: 14 / \$18,500.00

Sales Totals: 14 / \$18,500.00

Station Totals: 14 / \$18,500.00

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Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$115,625	CABL	0%	KDKA	34%	UNKN	0%	WPCW	0%	WPGH	16%
		WPMY	0%	WPXI	25%	WTAE	25%				

--COMPETITIVE COMMENTS--

WPGH = 199700
WPXI = 300250
WTAE = 297525
KDKA = 408825
TTL = 1206300

Books null
Demos RA35+